



Case Study

From Field Sales Training to Video Podcasts

How Kärcher is tackling Digital Transformation in Corporate Learning with SlidePresenter

Continuous learning at Kärcher

Kärcher is the global market leader in the field of cleaning equipment. Whether for home users or in the commercial sector, the products with the eye-catching yellow color are omnipresent. The family-owned company from Baden-Württemberg employs more than 15,000 people in 80 countries. More than 50,000 service points in all countries ensure a seamless supply to customers all over the world.

Continuous learning is important for the company. Under the heading of „WOW development“, the company operates its own campus and offers employees a wide range of development opportunities.

Decentralized Learning Environment with SlidePresenter

To strengthen digital learning, Kärcher introduced the SlidePresenter software in 2020.

„We were undergoing a digital transformation process at that time. Due to the strong trend towards working from home, we needed a solution that would enable decentralized learning,“ explains Michael Pirke, responsible for the Kärcher Academy. „We didn’t just want to send Powerpoints, we also wanted to share the speaker’s important explanations interactively.“

SlidePresenter was introduced step by step. It started with training videos for the sales force, which had to be reached at many locations. These videos were initially created by the trainers at the academy.

Other departments and authors from customer service or personnel development were gradually integrated. **„We got off to a quick start and the support was also excellent!** We not only received technical support, but also didactic tips. That helped us a lot in this for us new medium“, recalls Pirke of the first few months.



“It’s Very Easy to Create Content”

In addition to the internal sales network, product training courses are now also shared with the large external dealer network. This is done very transparently using the corresponding release guidelines in SlidePresenter. „We use SlidePresenter from managers to traditional field service or service technicians, from the HR department to our trade partners throughout Germany,” says Michael Pirke, summarizing the wide range of use cases.

In addition, Kärcher also publishes podcasts or video podcasts for internal communication with the SlidePresenter authoring tool.

Since its launch, more than 800 pieces of content have already been produced with SlidePresenter. These are currently accessed more than 5,000 times per quarter – and the trend is rising.

Michael Pirke is still convinced: „It’s very easy to create content, even without experience in video editing. Easy sharing via link and full control over video material and training materials are still the main benefits for us.”

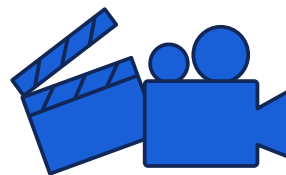
Michael Pirke, Head of Academy

Facts & Figures *



Customer since:

2020



Videos produced:

820



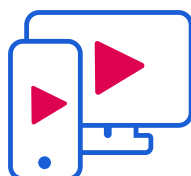
Video hours produced:

194



Total video views:

> 37.000



Registered users:

> 50

*as at the end of 2023